

KFC expansion: Philippines as a potential market



Sections:

- Background info & reasons for expansion
- Philippines as a potential market
- Eating Habits in Philippines
- Menu
- Outlets
- Franchising
- Promotion



KFC

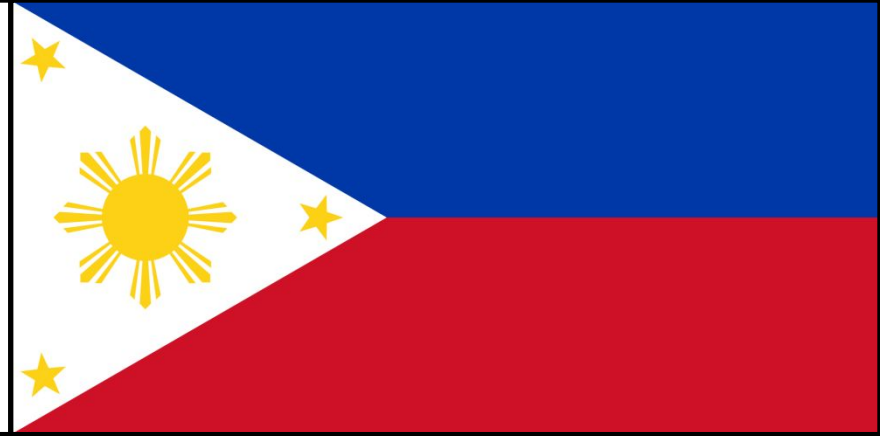
- KFC was founded in 1955 by Colonel Harland David Sanders
- Nowadays the network serves 12 mln customers
- It has 17.000 restaurants and operates in 115 countries
- Most of them – franchises



Why should KFC expand?

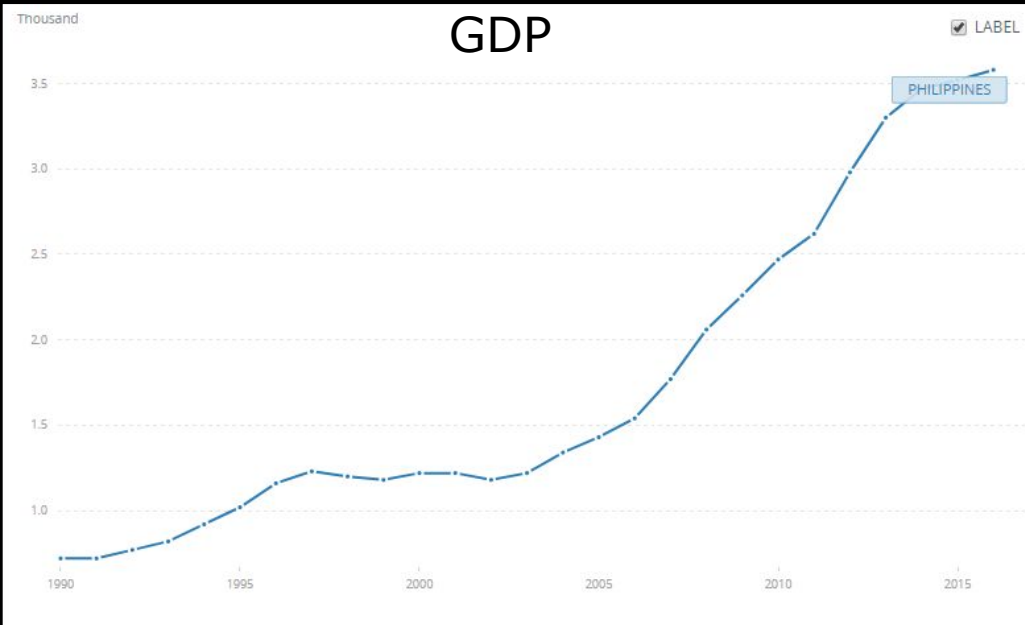
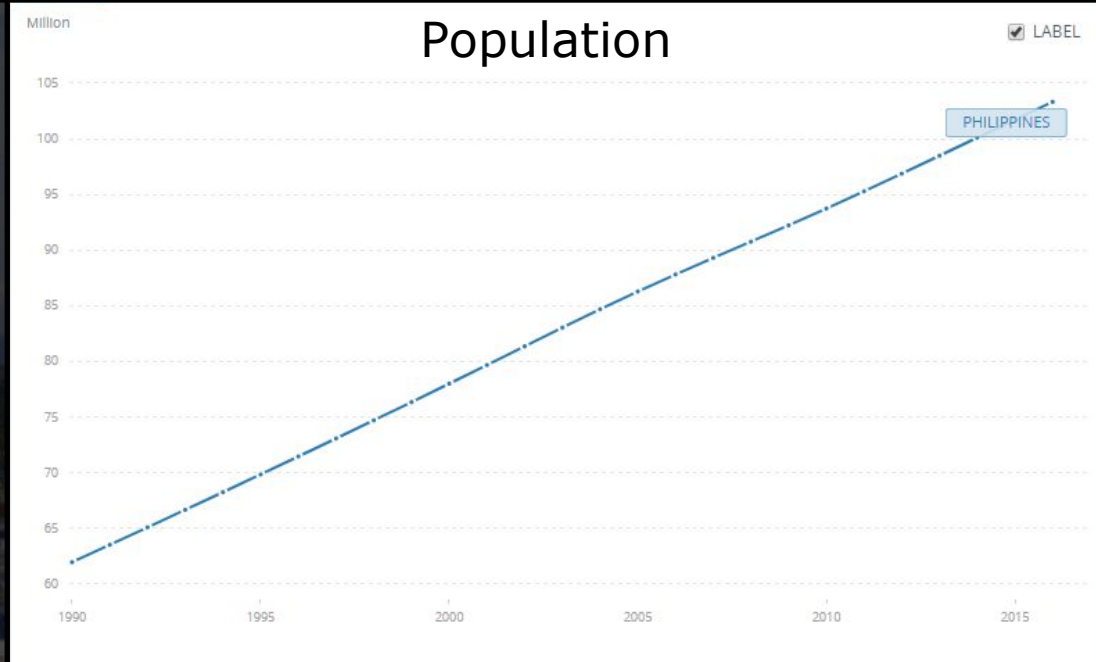
- To reach new audiences
- To stay relevant
- To increase earning potential
- To raise capital
- To continue the achievement of economics of scale

Why Philippines?



- 1) Strong economy
- 2) Stable growth of population
- 3) Rising HDI and GDP
- 4) Openness to foreign investors
- 5) Popularity of chicken in local cuisine
- 6) Increasing productivity in agriculture – good sources of supply

Population
100,981,437



Index HDI - 0.682

Eating habits & local traditions

- They eat more than three times a day
- They eat rice every time, any time
- They like condiments / sauces
- They like to combine main course with something extra
- Sometimes they buy food online

Menu

NEW ITEM



2PC CHICKEN AND SPAGHETTI

Buy 2Pc Ala Carte And Spaghetti For Only 190
Save 11

NEW ITEM



CHICKEN HOTDOG

Chicken Hotdog Sandwiched In A Hotdog Bun
With Honey Mustard Dressing And Topped Of
With Grated Cheese And Ketchup.

NEW ITEM



SHAWARMA BURRITO ALA CARTE

KFC Hot Shots rolled together with flavorful
chicken rice, diced cucumber and tomatoes, hot
sauce and yogurt sauce, wrapped in tortilla
bread

NEW ITEM



BUCKET OF 10 AND CHOCOLATE MOUSSE

SERVES - 5

Buy Bucket Of 10 And Cake For Only 595
Save 20

NEW ITEM



2PC CHICKEN WITH BROWNIE

Buy 2Pc Ala Carte And Brownie For Only 160
Save 12

NEW ITEM



ZINGER WITH BROWNIE

Buy Zinger And Brownie For Only 115 Save 10

Outlets



Outlets:

Freestanding outlets

Outlets in malls

Bright and catchy exterior

Comfortable interior

Moto delivery

Positioning:

Safe, clean and cozy place

Big malls

Meeting point

Metro stations

Crowdy streets

Franchising

- Special training and support in every aspect
- Examination / Maintaining standards by exams
- Travelling supervisor
- Financial help with start-up costs
- Local ad campaign

Promotion

- TV commercials
- Social media
- Billboards
- Word of mouth
- Leaflets with promos





It's
FINGER
LICKIN'
Good